

# ORDER



**Orders**  
**Order / Rev:** 67717  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 1564  
**Flight Dates:** 10/23/12 - 11/05/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** GENERAL

**WPTY - ABC24**

**Primary AE:** Laura Lovejoy  
**Sales Office:** MEM  
**Sales Region:** Local

**Agency**  
**Name:** Archer Malmo Media M  
**Buying Contact:**  
**Billing Contact:**  
 65 Union Ave  
 Memphis, TN 38103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Cohen for Congress  
**Demographic:** HH  
**Product Codes:** US Congress  
**Priority:** P-4  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	3	\$375.00	\$318.75
10/29/12	11/05/12	4	\$500.00	\$425.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$375.00	\$318.75	0.00
November 2012	4	\$500.00	\$425.00	0.00
<b>Totals</b>	<b>7</b>	<b>\$875.00</b>	<b>\$743.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Laura Lovejoy			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WPTY	10/23/12	11/05/12	Nightline	CM	1035p-1105p	MTWTF--	:30	3	\$125.00	P-4	0.00	NM	7	\$875.00
Nightline															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week: 10/22/12	10/22/12	10/28/12	-TWT---		3				\$125.00		0.00			
	Week: 10/29/12	10/29/12	11/04/12	MTW----		3				\$125.00		0.00			
	Week: 11/05/12	11/05/12	11/11/12	M-----		1				\$125.00		0.00			
													Totals	7	\$875.00

# Cohen for Congress-General Election

Order #: 1564-9540  
Revision #: 1  
Date: 10/22/2012 1:45 PM

**Client:** Cohen for Congress  
**Media:** TV  
**Product:** general  
**Market:** Memphis  
**Primary Demo:** Adults 35-64  
**Separation between spots:** 30  
**Estimate:** 1564  
**Description:** cohen/12/tv/General-Nightline  
**Flight Start Date:** 10/22/2012 05:00 AM  
**Flight End Date:** 11/5/2012 04:59 AM  
**Buyer:** Susan Rogers  
srogers@archermalmo.com

**Vendor:** WPTY-TV

**Contact:** Laura Lovejoy  
**E-Mail:** llovejoy@abc24.com  
**Phone:** 321-7691  
**Fax:** 452-1750  
**Affiliation:** ABC 24

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 10/22 10/29 11/5	Total Spots
<b>WPTY-TV</b>						
1	TuWTh 10:35p-11:06p	\$125.00	\$106.25	30	3 0 0	3
2	MTuW 10:35p-11:06p	\$125.00	\$106.25	30	0 3 0	3
3	M 10:35p-11:06p	\$125.00	\$106.25	30	0 0 1	1
	<b>Total Spots:</b>				3 3 1	7
	<b>Total Cost:</b>	\$875.00		\$743.75		7
<b>Station Monthly Summary</b>						
	OCT 12	\$375.00		\$318.75		3
	NOV 12	\$500.00		\$425.00		4
	<b>Total Cost:</b>	\$875.00		\$743.75		7

**Disclaimer:**  
Acceptance of buy means that station will guarantee rgs and will air mkgds if the sked does not deliver rgs. | Electronic Invoicing thru Strata/Encoda IDB# 660, twinvoices.com IDB #TV12602 or 9912602, or Marketron IBD #EI 869. Please call if you have any questions regarding electronic invoicing. Unless otherwise stated on this order, agency will be solely liable for payment of invoices if the agency has been paid by the advertiser. Prior to payment to the agency, advertiser will be solely liable."

**Signature:**   
SIGN TO CONFIRM AND FAX OR EMAIL BACK TO ME

## CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Susan Rogers - Archer Malm  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does

☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Susan Rogers

signature of candidate or authorized committee

Susan Rogers  
printed name

10-22-12  
date

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WPTY-TV - Memphis	<b>Date:</b> 10-22-12
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I, Susan Rogers,  
 being/on behalf of: Steve Cohen, a legally  
 qualified candidate of the Democrat political  
 party for the office of: U.S. Congress  
 in the 9th District  
 election to be held on: 11-6-12  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
As per emailed schedule.					

**Total Charges:**     \$875 gross

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Cohen for Congress Campaign

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Henry Turley

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

10-22-12  
Date

Susan Rogers  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title